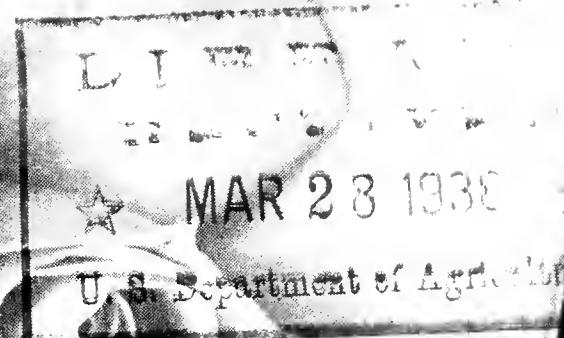


## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.





*Cloverset*  
DEPENDABLE  
*Roses*

CLOVERSET FLOWER FARM • ERNEST HAYSLER & SON  
105th STREET & BROADWAY • KANSAS CITY, MISSOURI

# *Cloverset Flower Farm*

ERNEST HAYSLER & SON

NURSERYMEN, FLORISTS, AND MANUFACTURERS OF CLOVERSET POTS

105th Street and Broadway  
KANSAS CITY, MISSOURI

## TERMS OF SALE

The prices in this catalog are for plants at our Nursery. We will be glad to help you plan your Rose Garden and will prepare the bed and plant it for a small additional service charge, based on the time and labor involved.

## QUANTITY DISCOUNTS

We allow a discount of 10% on orders of 12 plants, a discount of 15% on orders of 50 plants, and 20% on orders of 100 or more plants. No discounts are allowed on Roses sold in Collections or on Patented Roses.

## CLOVERSET GUARANTEE

The plants selected by you represent the pick of our entire stock and are healthy, strong and vigorous when delivered and if properly taken care of are sure to thrive for you. Due to the fact that we have no control over the treatment they receive after they leave our Nursery we make the following guarantee.

### GUARANTEE

Any rose bush, plant, shrub or tree, purchased at our regular retail price, that dies within the first growing season, will be replaced at our Nursery at one-half the original price. Where it is necessary to deliver and plant the stock, the labor involved will be charged at cost.

This guarantee expires November 1st and no claims under this guarantee can be made thereafter.

**NOTE:** The prices shown in this book are for roses planted and growing in Cloverset Pots. Up to April 1st and after November 1st we can furnish Dormant or Bare Root Roses at 15 cents per plant less than these printed prices.

## SHIPPING INFORMATION

During the early spring and up to April 1st and after November 1st, we can send out dormant or bare rooted Roses, on which our prices include delivery to your Post Office. After April 1st, our Roses are sold only in containers which are too heavy to go by mail and will have to be sent by express, the delivery charges to be paid by the purchaser. Roses in containers weigh about 180 pounds per dozen crated. See your Express Agent for cost of delivery. We make no charge for crating.

Ready for You Anytime from March Till November

## CLOVERSET PLANTED ROSES

# *Already Planted and Started for You*

You Can Replant Them in Full Bloom and Presto! Your Rose Garden Is Complete the Same Day You Buy It

Undoubtedly the greatest innovation ever offered the Rose buyer is the invention of the Cloverset Rose Pot, which enables us to offer our Roses already growing and blooming.

This new and modern way of selling Roses eliminates all danger of the plants not starting after being replanted in your garden, and insures the buyer of getting exactly the Rose desired.



These planted Roses are growing in our Cloverset Pots and are planted in specially prepared Rose soil, heavily fertilized to insure rapid and permanent growth and bloom. They weigh 12 to 14 pounds each or about 160 pounds per dozen.

The acquisition of about 160 pounds of suitable soil with each dozen Roses sold, entirely disposes of all question as to the adaptability of your own garden soil to growing Roses, and insures success even when planted in soil unsuitable for them. As 160 pounds of your own soil is discarded when one dozen Cloverset Planted Roses are replanted in your garden, and as one dozen Roses spaced 16 inches apart each way (which is the proper planting plan for best results) requires only a space or bed 3½ feet by 6 feet, the addition of 160 pounds of prepared Rose soil to such a small space radically

changes the nature of the original soil and starts you out right for successful Rose growing.

As our CLOVERSET PLANTED ROSES are delivered to you properly planted in our Cloverset Pots, and in full foliage and in vigorous growing condition, we overcome the most serious loss to the Rose buyer, viz., improper planting and improper care of dormant Roses immediately after planting, which are the chief causes of failure in Rose growing. By our modern method of furnishing you our plants already started and in full foliage, and later, in full bloom, we take the responsibility of the early handling of them, and furnish them to you as a finished plant ready to give you entire satisfaction in your garden, and as you are invited to select each individual plant out of our cold frames, we enable you to select only the most vigorous and healthy plants among hundreds of the same sort.

Our Cloverset Planted Roses do not require immediate replanting. They may be kept growing in our Pots until such time as is convenient for final replanting. They will grow and bloom just as well in the containers as they do in the ground.

Replanting our Cloverset Planted Roses is a very simple task indeed. After the permanent bed is located, and soil properly prepared as described in the following directions in this catalog, the hole, about 12 inches in diameter and of proper depth is dug, the Pot is removed from the Rose plant and the plant is then set in the bed, without injury to the root system and consequently with no disturbance to the foliage or buds.

Cloverset Planted Roses can be replanted in your Rose garden any time during the growing season, spring, summer or fall, without even showing the slightest wilt to either foliage, buds or blooms.

We will have here in our Rose gardens at Cloverset Farm in April, 1938, about 150 different varieties, all growing and blooming in our containers. You are invited to visit our gardens any time and select your plants for your own garden, picking out our best and largest roses.

You, your family and your friends are invited to visit our gardens any time during the summer and see the thousands of lovely Roses in full bloom at all times.



View in Upper Garden at Cloverset

## DIRECTIONS

# *For Replanting Planted or Potted Roses*

Replanting the planted Roses in our Cloverset Pots is very simple indeed. The Pots are removed from the plants and the ball of soil set in the bed so the soil level in the Pots is about one inch below the ultimate level of the soil in the bed. Always pack the soil tight around the roots of any kind of plants. This is done to force the air spaces out of the soil around the roots. After this a generous watering to thoroughly soak the soil down to the bottom roots is all that is necessary. Full instructions for watering will be found in the following pages.

### NOTE

During March and up to April 1st and after November 1st we can supply Dormant Roses in all the sorts listed in this catalog. As it is

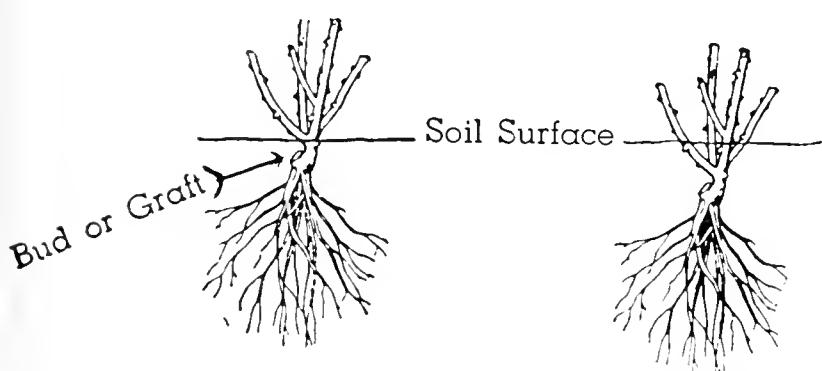
impossible to get root action to start and make plants grow after the days get warm we do not offer dormant stock during the interval between the dates mentioned above. During the dormant season we pay postal charges on all Roses sold. After April 1st, when planted Roses only are supplied, the transportation charges must be paid by purchaser. We furnish crates free for planted Roses for shipping.

Our Cloverset System insures to you no disappointment due to plants dying after being planted in your garden. No disappointment in the color as you buy the plants in full bloom.



View in Lower Garden at Cloverset

## Directions for Planting Dormant Roses

A Rose Properly Pruned  
and PlantedPlanted Wrong—  
too Deep

After the bed has been worked fine, each bush should be located and a hole dug large enough to accommodate the roots and deep enough that the crown, or bud, be one inch below the soil surface. After all the plants have been set, the bed is carefully and thoroughly watered.

Watering is most important and the failure to do so properly is responsible for many fail-

ures with Roses. Remember the roots are twelve to eighteen inches below the soil surface, and it takes lots of water to soak the ground to that depth.

We have found that in planting dormant Roses, a protective covering over the canes for ten days to two weeks is very beneficial. The drying action of the sun and wind is thus prevented until root action starts, when the covering is removed and full exposure to light and air is given. Burlap sacks, split, or canvas are good for this purpose or the soil may be hilled up around them.

You are invited to visit our Rose Gardens any time during the growing season. We are lighted at night.

# *Cultural Directions for Growing Cloverset Hybrid Tea Roses*

(COMMONLY CALLED MONTHLY ROSES)

In planning a Rose Garden or Rose Bed, it is essential that three important conditions be taken into consideration.

First: Location of bed and preparation of soil.

Second: Absolutely first class Roses to start with.

Third: Planting and care after planting.

The first and third of these conditions must be studied out by the purchaser, and the instructions given in this catalog are written to help you get started to be successful in grow-

ing these most popular and beautiful flowers. The second condition we believe we have worked out for you by offering you our Cloverset Roses, every one of which is a big, healthy, vigorous field grown plant grown by Rose specialists whose object is to produce a Rose that will please you with its many beautiful blooms. Our Roses are all budded on Japanese Multiflora or on Ragged Robin, as these two root stocks have been most satisfactory in our changeable Kansas City climate.

## *Location of Rose Bed and Preparation of Soil*

Always make your Rose bed to fit your Roses instead of spreading the Roses out to fit the bed. By this we mean that after deciding on how many Roses you wish to plant, make your bed just large enough so that the Roses will stand 16 inches apart each way. For one dozen Roses the bed should be 3½ feet wide and 6 feet long, which will allow for three rows with four plants in a row. Larger numbers of plants will take larger beds in proportion. Rose beds should never be over 4½ feet wide as wider beds are hard to cultivate and are inconvenient when cutting blooms.

The bed should always be located in a well drained place, away from the roots and shade of trees and large shrubs, and should be placed where they may be in full sun at least half the day, although full sun during the entire day is preferable.

After the bed has been located, 2½ pounds of our Cloverset Rose Grower Fertilizer and 1 bushel of our shredded Cow Manure should be spread out on each 21 square feet of bed and thoroughly dug and mixed into a depth of 18 inches, digging over the bed twice to thoroughly mix the fertilizers with the soil.

## *Advance Preparation*

We strongly advise advance preparation of the soil in your Rose bed. Preparing the soil for the Roses in advance of planting time is one of the best means of having not only ideal growing conditions but adds greatly to the appearance of the bed in the future.

If the bed can be prepared, as given in the directions in this book, two or three weeks in advance of planting time and thoroughly soaked, to cause the soil and fertilizer to settle and break down into one composite mass and then is dug up again just before planting, the repeated handling of the soil will cause additional aeration and will also distribute the

fertilizer more uniformly throughout the entire body of the soil to the great advantage of the plant to be grown in it.

Never plant anything in wet soil. Always wait until the soil is dry enough to crumble when worked in the hand. Wet soil will bake during the first hot day and is absolutely unsuitable for planting. Always wait until the soil is dry. Should your soil not be right for planting when you get your Roses, set them aside for a few days. Dormant Roses may be heeled in temporarily for a few days without injury.

## *Importance of Humus*

No matter which of the various methods we select for increasing or maintaining the fertility of our soil, we find that humus plays a very important part. It performs many functions in the soil which are absolutely essential to healthy plant growth. It influences the action of the soil towards heat, light, penetration of roots in the soil and the ability of the soil to absorb and hold water. In fact, it directly controls, to a large extent, the four essentials to plant growth, water, nitrogen, phosphoric acid and potash, and any soil in which these elements are in perfect balance, is perfect soil for plant growth.

Nothing you can add to the soil will supply so much humus and organic matter and nothing else will hold so much moisture and hold it as long as plenty of good rotted cow manure. It adds not only a great deal of natural plant food, but in addition it has a beneficial

action in the soil which dissolves and makes available and useful, a lot of natural fertility that is out of condition to be absorbed by the plant. Absence of humus makes any soil dead and hard to work.

Cow manure is most effective when fresh, but on account of the objectionable work of handling it fresh, we handle it in its dry and shredded condition. Cow manure provides, in addition to the chemical elements needed for plant growth, viz. nitrogen, phosphorus and potash, the most important of all the essential elements, which is **humus** and **humus** alone is the only important element absent in all commercial fertilizers.

### **P R I C E S**

Shredded Cow Manure is packed in 2-bushel bags. Price, per bag—75 cents. 5 bags for \$3.25.

## *Summer Care of Your Rose Bed*

In order to be successful with your Roses, a few important instructions will have to be followed and unless they are followed, your Rose bed will probably be a failure and your money will be wasted.

We invite you to visit us with your Rose

troubles and it will always be a pleasure to us to help you.

The instructions as given for summer care are very simple and do not entail a great deal of labor, but they do mean so much to the success of your Roses that they should not be neglected.

## *Spraying*

Roses are subject to three general types of pests and diseases. First the fungus diseases; second, the sucking insects; and third, the leaf eating insects.

The most serious and most important are the fungus diseases, Black Spot and Mildew. In Black Spot, the leaf first turns yellow, followed by a black spot in the center and then dropping of the infected leaf. This spreads very rapidly and, if left unchecked, will soon defoliate the entire bush and bed. Black Spot is hard to cure but, if caught in time, may be controlled by the regular application of Clotracide.

Mildew, as the name implies, is caused by cold nights and occasionally affects Hybrid Tea Roses. The consistent use of Clotracide will help to prevent it.

Clotracide is a combination spray and is a preparation of copper,—which helps to control Black Spot and Mildew,—and Rotenone and Derris which controls both the aphids or lice, which appear in the early Spring and late Fall, and the leaf eating insects.

This preparation is mixed with four level tablespoons to one gallon of water and sprayed on the plant at least once each week, care being taken that the underside of the leaves are covered. **NOTE:** In cases of very bad infestation the dosage may be increased to 6 or 8 tablespoons without injury.

Clotracide is used in our garden here at Cloverset and we have found it to be as effective in the control of rose pests as any preparation we have ever used. Clotracide can be purchased at our nursery. (See Page 9).



Spraying Our Roses in Lower Garden at Cloverset

## *Watering, Cultivating and Feeding Roses*

Roses are living, breathing, drinking, eating things and to insure great quantities of blooms and to withstand the attacks of the insects and diseases mentioned, they should be kept well fed, and watered. Watering is the most important of all and the most neglected.

Roses as well as other "ground" plants require oxygen at the roots as well as at the tops. An ideal condition of the soil would be one dry enough so the roots could get plenty of air and wet enough so that the roots could get plenty of water for best development. Soil always too wet is just as fatal to good, vigorous growth as soil too dry. Therefore, proper watering is a very difficult condition to control and is the main reason for many failures in growing Roses and other plants.

To water properly, run a stream of water about the size of a lead pencil into the bed

all day or all night from a hose without nozzle. The slow flow of water will be thoroughly absorbed and the roots well soaked. For large beds move the hose from place to place until all plants have been thoroughly watered. Do this once or twice a week during the growing and blooming season. The time to water must be left entirely to the judgment of the gardener. Since the plants cannot stand soil that is always soggy and cannot do well in soil that is too dry, digging in the bed to find out the real condition as to moisture seems to be the only way to determine when to water. During the excessive rains of last spring our Roses were too wet and were a great disappointment to us, although there was nothing we could do about it. When the rains ceased and sunshine again appeared they recovered and the finest Roses we ever grew were those of last June. Never water the

leaves of your Roses, as wet leaves are sure to bring disease to them.

As soon after watering as the soil becomes dry enough to cultivate, a thorough cultivation should be given to provide a dust mulch and prevent too rapid drying out. Never cultivate over one inch deep as the feeder roots are near the top of the soil, and deep cultivation will surely destroy them and greatly injure the plant. Or a mulch may be provided in which cultivation will not be necessary. Peat Moss or Cow Manure make good mulches. We prefer Cow Manure which, in addition to be-

ing a good mulch, also carries great fertilizer values.

Once each month your Roses should be fed 2½ pounds of Cloverset Rose Grower Fertilizer or our Cloverset Blood and Bone for each dozen plants, scattering it on the ground under the plants and cultivating it into the soil, or it may be dissolved in water and used as a liquid manure. (All materials necessary can be purchased from us). These instructions, if followed carefully, will result in good Roses from May 20th until heavy frost.

## *Cow Manure as a Mulch*

We specially recommend Cow Manure as a substitute for Peat Moss for mulching Roses and other garden plants. Cow manure never burns either roots or foliage and it does not run together but remains loose and fluffy.

It permits the air to circulate freely through it, reducing the tendency of the soil to become sour and unfit for good plant growth. Cow manure as a mulch, shading the soil as it does and keeping it cool, prevents rapid evaporation and thereby greatly reduces the amount of water necessary to supply the wants of plants. As cow manure carries a

considerable amount of plant food, which as it breaks down is gradually fed to the plants, we think that with the addition of our Cloverset Rose Grower fertilizer or with our Cloverset Blood and Bone, it provides the ideal combined mulch and fertilizer and at a very reasonable price.

### **PRICES**

Shredded Cow Manure is packed in 2-bushel bags. Price, per bag—75 cents, 5 bags for \$3.25.

## *Imported Peat Moss*

Imported Peat Moss has been widely advertised and used as a mulch for Roses and other plants, and we endorse this material as a mulch.

Peat Moss mulch should always be removed in the winter and replaced in the late spring. As the only object of a mulch is to prevent evaporation of the moisture from the soil and evaporation is very slow when the soil is cool. Its real benefit is apparent only during hot weather.

### **PRICES**

Standard Bale, 125 lbs. Each.....	\$4.00
2-Bushel Bag, Each.....	.75

## *Sprayers*

We carry a full line of sprayers, both large and small. Samples shown in our display room.

## To Grow Exhibition Roses

Hybrid Tea or Monthly Roses usually produce two or more lateral buds on the stem below the main or terminal bud. For those who desire only one bud on the stem, it will

be necessary to pinch off the lateral buds when they first show. This will cause much larger terminal buds. This procedure is universally used in growing greenhouse Roses.

## Cutting Your Blooms

Hybrid Tea Roses should, if possible, be cut with long stems. Long stems can be produced only by securing vigorous growth and by planting the rose plants close enough together to produce long stems. Thick timber always means tall timber and where weeds grow close together they always grow tall. This same rule applies to Roses and every other plant and where roses are planted not over 16 inches apart and vigorous growth is secured by proper fertilization and culture, long stems will always result.

In cutting your blooms we have always recommended leaving two leaves on the stub, but our experiments last summer have convinced us that better growth and a more shapely plant can be secured by cutting blooms at a point that will leave four leaves on the remaining stub and this shall be our rule in the future. This treatment not only produces a better looking plant but induces more bottom growth and larger blooms.

## Winter Protection of Your Roses

Hybrid Teas, or everblooming monthly Roses, bloom on current year's wood and after heavy, freezing weather in the Fall should be cut back to twelve inches high, piling up the soil around the plants and an insulating cover of prairie hay packed over and around the bushes. While it is not absolutely necessary, some material to shed the water and the snow is beneficial and will insure the Roses coming through the winter without loss.

This covering should be left on the Roses until danger of heavy frost is over in the spring, generally about the first of April, when it should be removed and the Roses gone over carefully and all the dead wood and weak branches cut away, after which a substantial feeding of Cloverset Rose Grower Fertilizer or Cloverset Blood and Bone Fertilizer (2½ pounds per dozen plants) should be worked well into the soil.

## Summary

These instructions, we believe, if followed carefully, will enable you to produce just as fine Roses in your yard as we produce here in our Rose Gardens at Cloverset Farm. Keep

this book as your "Hand Book of Roses" and refer to it often. It will help you with your Roses.

# *Clotracide*

After thorough tests in our Rose Gardens at Cloverset of many preparations for controlling Black Spot and Mildew, we offer Clotracide as being the most efficient preparation we have ever found.

Clotracide is a combination spray for the control of all the pests and diseases of Roses. It contains copper, which is recognized as very effective in control of Black Spot and Mildew, and Rotenone and Derris which are positive as a control for Green Lice and all leaf eating insects.

Clotracide is also effective in the control of Mildew on Zinnias and Lilacs, also Rust on Snapdragon and Phlox. Mix as directed for Roses.

In powder form, Clotracide is mixed 4 level tablespoonsful to one gallon water. As Clotracide carries its own spreader no soap is necessary.

### **P R I C E S**

Small size, makes 6 gallons spray. Each .....	\$0.40
Medium size, makes 12 gallons spray. Each .....	.60
Large size, makes 25 gallons spray. Each .....	1.00

Never spray in the heat of the day. Always spray in the morning. Any spray strong enough to control insects or fungi will burn foliage if used in the hottest part of the day.

Be sure to spray the underside of the leaves where most diseases start.

In cases of very bad infection 6 to 8 tablespoons to 1 gallon of water may be used without injury.

### *Other Sprays Commonly Used*

Arsenate of Lead—1 lb. pkg.....	\$0.25
Sulphur Horticultural—1 lb. pkg.....	.25
Sulphur Horticultural—25 lb. bag.....	1.50
Hydrated Lime—50 lb. bag.....	1.00

# *Fertilizers*

### **CLOVERSET ROSE GROWER**

#### **A Balanced Fertilizer Specially Prepared for Roses**

Cloverset Rose Grower, a new product with us, but having a much higher nitrogen content than Blood and Bone. As nitrogen is the element needed in plant growth to produce rank growth, and as Blood and Bone contained very little nitrogen we believe you will find our new fertilizer of great benefit to your Roses. Any fertilizer with high value in nitrogen will burn foliage and blooms, therefore, we caution our friends to be careful not to get it on the leaves or buds. After all, all fertilizers are intended for use in the soil and not on the foliage, so perhaps this suggestion to most Rose Growers is not necessary. Cloverset Rose Grower is a chemical fertilizer.

### **P R I C E S**

5 lb. Paper Bags. Each.....	\$ .35
10 lb. Paper Bags. Each.....	.60
50 lb. Cloth Bags. Each.....	2.50
100 lb. Cloth Bags. Each.....	4.00

Full directions for use on package.

### *Cloverset Blood and Bone*

Our old reliable, Blood and Bone, which has been used with great success during the past 13 years.

### **P R I C E S**

5 lb. Paper Bags. Each.....	\$ .35
10 lb. Paper Bags. Each.....	.60
50 lb. Cloth Bags. Each.....	2.50
100 lb. Cloth Bags. Each.....	4.00

### **N O T E**

Besides Roses growing and blooming in our Cloverset Pots, we offer small shrubs, perennials, vines and fruit trees all growing, and in proper season in full bloom, in these containers enabling you to buy them any time during the summer.

# Special Beginner's Collection No. 1

## OUR RADIANCE FAMILY OF EVERBLOOMING ROSES

Radiance Roses Are Acknowledged by all Rose Growers to be the Most Dependable and Easiest to Grow of All the Roses.

**RED RADIANCE**, Medium Red; **PINK RADIANCE**, Glistening Pink; **MRS. CHAS. BELL**, Salmon Pink; and **CHAS. K. DOUGLAS**, Dark Velvety Red.

**4 Big 2 Year Old, Full Grown Roses,  
Growing in Our Cloverset Pots  
Weighing 14 Lbs. Each**

**4 for \$2.00                    12 for \$5.75**

Ready to Go Home With Our Customer—Can Be Moved Without Injury Any Time During Summer

Come and Select Them Yourself  
An additional charge of 10c each for out of town orders shipped crated by express.

**NO QUANTITY DISCOUNT ON THE ABOVE COLLECTION.**



One Corner in Upper Garden at Cloverset—This Garden Covers 2 Acres and Holds 25,000 Roses

# *Beginner's Dozen Rose Collection No. 2*

## **12 BEST EVERBLOOMING ROSES FOR \$7.50**

**Six Hundred Beautiful Rose Buds (approximately) during the season at a cost of about 1½ cents per bud or 15 cents per dozen.**

This **Beginner's Dozen Roses** contains twelve of the very best bloomers and most vigorous Roses we have. It covers the full line of colors of the everblooming class, and will furnish beautiful buds and blooms from early May until frost. Every Rose is extra large and strong and is furnished to you all started in our big Cloverset Pots and ready to go. They may be planted in your Rose bed in full bloom without any disturbance to the roots whatever. They are not little dried up plants but big, healthy bushes already growing and started so there will be no danger of loss.

This Beginner's Rose Garden weighs in containers about 160 pounds. **We furnish the soil as well as the Roses.** Here is the biggest value we, or anyone else, have ever offered. On out-of-town orders received before April 15th the Roses will be sent **Dormant**, postpaid. After that time they will be sent crated by express and charges will be paid by purchaser. (Order today.)

**These Roses Are All Big No. 1 Field Grown 2-Year-Old Plants**

### **THE BEGINNER'S ROSE GARDEN**

**Consists of one each of the following Roses:**

**AUTUMN.** Multicolored, red, orange, pink and bronze. A wonderful combination of all the colors of the sunset.

**KAISERIN AUGUSTA VICTORIA.** Creamy white; very fragrant.

**CHAS. P. KILHAM.** Coral and orange, a new Rose.

**SUNBURST.** Yellow to orange pink, the old favorite.

**E. G. HILL.** Intense blood red, very double and very early bloomer.

**ETOILE de HOLLANDE.** Dark carmine, velvety and considered the best of all the red Roses.

**MARGARET McGREDY.** Orange vermillion.

**AMI QUINARD.** Our darkest red Rose, buds in cool weather almost black.

**TALISMAN.** The greatest bloomer of them all. Red and gold buds opening to scarlet orange and rich yellow. We consider Talisman the most prolific bloomer of them all.

**PRESIDENT HERBERT HOOVER.** Beautiful large buds of orange scarlet and yellow. Long stems and wonderful blooms.

**PINK RADIANCE.** Known everywhere as one of the very best clear pink Roses.

**RED RADIANCE.** A companion to Pink Radiance in every way except color.

**Every One of These Roses Are Dependable in Every Way**

**THE BEGINNER'S DOZEN ROSE GARDEN**—Twelve extra large everblooming Rose bushes in our big Cloverset Rose pots, each one weighing about 14 pounds. All twelve Roses for \$7.50.

# *Beginner's Rose Collection No. 3*

## 25 BEST EVERBLOOMING ROSES FOR \$15.00

Add to the Beginner's Dozen No. 2 as listed on the preceding page the following thirteen everblooming Roses named below, making twenty-five in all, and have a glorious rainbow of color in your garden from May until frost. The Beginner's twenty-five will give all the finer and more popular colors and make your Rose garden right up to date in every way.

### **These Roses Are All Big No. 1 Field Grown 2-Year-Old Plants Here Is a List of the Varieties We Furnish—Every One of Them Are Dependable in Every Way**

**LEONARD BARRON.** "The Esquimo Rose." The hardiest as well as the largest blooms of all the Roses. Buds are large and long, blooms extra large, sometimes six inches across and very fragrant, clear pink.

**SIR DAVID DAVIS.** Glowing crimson, very dark.

**BETTY UPRICHARD.** Two-tone, pink and salmon; a new Rose and a good one.

**CUBA.** A new Rose; long pointed buds of orange scarlet.

**EDITH NELLIE PERKINS.** A two-tone Rose of very great beauty; rose pink on outside of petals, salmon to gold on inside.

**HADLEY.** Dark red. Very double and a wonderful hot weather bloomer.

**MISS ROWENA THOM.** One of the newest and largest clear pink Roses.

**JOANNA HILL.** The well known "Bride's Bouquet Rose." Clear, long pointed yellow buds, very popular.

**SOUV. de CLAUDIUS PERNET.** Sulphur yellow. Said to be the least sun fading of all the yellow Roses.

**MRS. CHARLES BELL.** Salmon pink; a sister of the famous Pink Radiance. Very hardy and vigorous.

**SOUV. de GEORGES PERNET.** Oriental or brick red; one of our best hot weather bloomers.

**VILLE de PARIS.** Deep egg yolk yellow with fine buds.

**MME. EDOUARD HERRIOT.** (The Daily Mail Rose.) Flame pink; lovely buds and heavy bloomer.

### **THE BEGINNER'S TWENTY-FIVE ROSE GARDEN AS DESCRIBED ON THIS AND PRECEDING PAGE FOR FIFTEEN DOLLARS (\$15.00)**

(See This Catalog for More Detailed Description of These Roses.)

## *How Many Roses Do I Need*

Roses should be planted 16 inches apart each way. A bed for 12 Roses will be three rows, four in a row. This requires a bed 42 inches wide and 72 inches long. Twenty-five Roses will require a bed 42 inches wide and 144 inches or 12 feet long. Please make your bed to fit the Roses.

## *Our Rose Shows*

From May 20th until freezing weather in the fall, we have in our Cloverset Rose Gardens, one continuous Rose Show, where thousands of the finest Roses ever grown are always in bloom and awaiting your inspection. As our gardens are lighted at night, and plenty of seats are provided for your comfort, we invite you at all times, during the season, to bring your friends and enjoy the wonderful sight we offer. In addition to the big gardens, you will find small sample gardens, offering suggestions as to what can be done with Roses in small back door yards.

We plant Rose Gardens all in bloom anytime, even in the hottest weather. Out-of-town Rose lovers, as well as Garden Clubs, are

especially invited to spend the day with us, Sundays or week days.

Special Rose Shows are held May 20th to June 20th, and September 20 to November 1st, each year.

You are especially invited.

### **HARDY PERENNIAL PLANTS**

We grow nearly 100 varieties of Rock Garden and other Hardy Perennial or Old Fashion Hardy Garden Plants. A visit to our Rock Garden and our Perennial Garden will be very interesting to you. You are invited to come any time.



**South Half of Lower Gardens at Cloverset**

# Questions and Answers About Roses

**Q. What are Roses?**

A. Roses are a species of briar that are native to and grow wild in every part of the world except the extreme Arctic regions.

**Q. Are all Roses alike?**

A. No. Every section of the world has its own and different varieties as compared with other lands. Those varieties found in extreme cold countries necessarily being much more vigorous and hardy than those found in warm climes.

**Q. Do all Roses grow alike?**

A. No. Some are dwarf, some grow tall, some trail along the ground, some of them grow long canes or branches and some are short and stocky.

**Q. Why are Roses popular?**

A. Because in addition to beautiful dark green foliage, they produce beautiful blooms in many colors and in most cases they have a wonderful fragrance.

**Q. When did they come into general favor?**

A. While Roses have been recognized for centuries as a beautiful flower it was not until 1867 when through the patience and perseverance of a French Rose Grower and Hybridist a rose was produced that would bloom continuously during all the warm and growing months of the year which in our latitude means from May until November. This rose, due to its sweet fragrance, was called a TEA ROSE, the name probably having been suggested by the fragrance of a cup of tea. It was, however, not very hardy and was easily Winter-killed.

**Q. Do other Roses bloom all Summer?**

A. Yes. With the everblooming Rose to start with and through constant work and trials these Rose Breeders or Hybridists have by crossing or breeding different varieties from other parts of the world with the continuous blooming Tea Rose succeeded in producing hundreds of different and beautiful sorts all of which have some of the characteristics of one or both of the parents but all of them having the habit of blooming continuously through all of our Summer months, or, in other words they are everblooming and are often called Monthly Roses on account of their free blooming habit.

**Q. What are these Everblooming Roses called?**

A. They are called Hybrid Teas. Hybrid, because they are Half Breeds, having come from tender free blooming varieties and varieties

that bloom only once but are very Winter hardy, and Tea, because of the great fragrance they possess, making them reasonably hardy in extremely cold climates and at the same time having the wonderful habit of blooming continuously. Nearly all the new roses introduced now come under this class of roses.

**Q. Are Hybrid Tea Roses hardy?**

A. In the latitude of Kansas City and as far north as Minnesota they are dependably hardy where Winter protection is given and where through proper culture during the preceding Summer the plants go into the Winter season full of vitality and vigor.

**Q. Are all Hybrid Tea Roses equally hardy?**

A. No. Some grow more vigorously during the Summer and are, therefore, better able to survive the effects of the following Winter. We believe the condition of the plant at the beginning of Winter has more to do with Winter hardiness than the variety, as any strong, healthy plant will more likely come through the Winter in good condition than a weak or starved plant.

**Q. What care should roses receive during the Summer to promote hardiness the following Winter?**

A. Full instructions for Summer as well as Winter care will be found in this catalog and Rose Guide.

**Q. Can any one grow good Roses?**

A. Yes. Assuming that good plants are planted in a favorable location and horse sense is used in their culture any one can grow fine roses.

**Q. What are Own Root Roses?**

A. Own Root Roses are plants that grow from cuttings or slips that are taken from the parent plant and rooted in sand. They are poor growers, not developing until the second year, enough root system to give satisfactory blooms and they never become strong enough to produce heavy crops of blooms such as are produced on Budded or Grafted Roses, and they are generally short lived, due to this inferior root system.

**Q. What are Budded or Grafted Roses?**

A. In order to produce strong and vigorous growing roses a strong and vigorous root system is necessary, and since roses do not themselves produce this heavy root system, an eye from the rose plant is Budded or inserted on the root of a strong rooted briar, where, having the strong root system to support it, it quickly grows into a much larger and

stronger plant than if it were growing on its own roots. In grafting the same process is used and the same results are achieved as in budding, the only difference being that in grafting a section of the parent plant is used instead of an eye as in budding.

**Q. What are Bench Roses?**

A. Bench Roses, which are regularly offered to the unsuspecting public each Spring, are roses that are removed from Greenhouse Benches, because after forcing month after month they become worn out or exhausted and will not and cannot produce either worthwhile blooms nor can they be depended on to live through the first Winter, and they cannot be considered and should not be advertised as desirable plants for garden planting.

**Q. What are good Roses?**

A. Good roses are plants that have been grown by a conscientious grower who is honest in his efforts to produce a plant that is vigorous, and with the desire to produce a fine plant to be sold and planted by a rose lover who really wants a good plant and is willing to pay a decent price for it commensurate with the cost of producing it.

**Q. Do all Rose Growers try to produce good Roses?**

A. No. To produce good roses extreme care must be exercised from the very start and all through the growing season. Strong scions must be selected for budding or grafting and these scions must come from vigorous, strong blooming plants. Just as careful selection must be made as is used by the horse breeder or cattle breeder in selecting the parents for an outstanding colt or calf.

**Q. Why don't all Rose Growers use great care in producing Roses?**

A. Simply because some men are naturally lazy and careless and think only of quantity instead of quality. Their idea is to get the money the easiest way, and realizing that many people are ready to buy anything that looks cheap regardless of quality they have a market for the trash they produce and, therefore, they grow it cheap and sell it at a price less than the cost of a carefully and properly grown plant. This fact accounts for the over supply of cheap roses offered the public each year and also accounts for the failure of many rose buyers who, if they had secured good roses in the beginning, would be successful.

**Q. Where can I buy good roses?**

A. Any nurseryman who has through years built up a reputation for good nursery stock and who desires to maintain that reputation can supply dependable roses. It is, however, just as silly to go to a drug store to get good roses as it is to go to a nursery to get good medicine.

**Q. Are Cloverset Roses good Roses?**

A. Cloverset Roses are grown under contract for us by three of the largest and best rose growers in the United States. Growers who for many years have spent their efforts and their lives as well as their money trying to produce good roses at a reasonable price rather than cheap roses at a cheap price.

**Q. Are Cloverset Roses No. 1 quality Field Grown?**

A. Cloverset Roses are grown in large fields in rows just like potatoes or corn and are carefully watched for diseases and insects all through the growing season, being cultivated, sprayed and irrigated in regular order, and like potatoes and corn, some grow very vigorously while others are scrubby and grow very little. At digging time after the foliage has been dropped by freezing and the roses are fully matured they are dug and graded. The largest, most vigorous and heaviest plants are called No. 1, the smaller and less vigorous plants are No. 1½ and No. 2, and as they are all of the same age and all grew under the same conditions the smaller plants (No. 1½ and 2) are what we call scrubs and always will be scrubs and any one unfortunate enough to get them will never have a good rose plant.

All Cloverset Roses are No. 1 grade and never have we bought or received or offered to our customers any other grade than No. 1, the best of the field, and on No. 1 grade Roses have we built up our reputation for good roses.

**Q. Are Dormant or Bare Root Roses better to plant than Potted Roses?**

A. No. Dormant Roses and Potted Roses are just the same in quality. In the case of Dormant Roses you plant them and start them. In Potted Roses we plant them and start them in our Patented Cloverset Pots. We are, through OUR knowledge and ability to give them better care, able to give them a better start than you can, and, therefore, insure better and more vigorous blooms and after growth than dormant roses. In addition to this advantage enjoyed by buying Potted Roses, you buy them in bloom and by the eye, and you know exactly what you are getting. Buying your roses in bloom and growing in Cloverset Pots as compared to buying and planting Dormant Roses, is just as much more up to date as buying a ready made dress as compared to buying cloth, thread and buttons and making the dress.

Cloverset Quality Roses will please you. The quality is in them and with a little care on your part as outlined in the different chapters in this book, will enable you to grow as fine roses in your own back yard as we grow here at Cloverset Farm.

# Patented Roses

We are distributors and have in our Cloverset Gardens at all times a full line of the very beautiful, new Patented Roses brought out and nationally advertised by the

*Jackson & Perkins Co.*

**NEWARK, NEW YORK**

Lack of space prevents our attempting to fully describe these wonderful new varieties, but we invite you to visit our gardens and see them in bloom. We are sure you will enjoy them.

A beautiful catalog describing these wonderful new roses will be sent you free.

**Mail a Post Card to**

**JACKSON & PERKINS COMPANY**

**NEWARK, NEW YORK**

**Please mention our name.**



**View in Upper Garden at Cloverset Showing Roses in Pots**

# Cloverset Hybrid Tea Roses

## RECENT INTRODUCTIONS AND RARE VARIETIES

The following small but choice list includes new varieties and some older sorts whose worth has been just recently recognized.

Most of these new sorts are in the new copper and orange shades, while some are reds and pinks. All have been tried here and, given the proper attention, will grow and bloom equally as well as the more common varieties.

**AMI QUINARD.** Black-lustered red. Blackish buds open to semi-double flowers of velvety crimson-maroon with a soft black luster; instead of fading, the petals get darker as the bloom ages. It has splendid old-time Rose fragrance. Strong, upright plant. We consider it one of our finest Roses. It is our dependable Black Rose.

Price ..... \$1.00

**CATALONIA.** Vermilion. This child of two of the loveliest Roses ever grown (Shot Silk and Mari Dot) has brought a new color to Roses. Catalonia's coloring is so vivid, so different, that we are at a loss for words to describe it properly. The buds are deep, rich carmine stained with orange, and open to a 50-petaled flower of velvety orange-scarlet, vermillion, to cochineal-red, most vivid. Flowers have a rich, fruity fragrance. The plants are of only medium height but bushy.

Price ..... \$1.00

**CATHERINE KORDES.** Extremely long buds, lasting when cut. Large pointed buds and double blooms of scarlet, toned pink, a good grower with long stemmed blooms.

Price ..... \$1.00

**CONDESA DE SASTAGO.** Copper and yellow. This Spanish novelty is the first double (50 petals) Rose to carry the vivid colors of the brilliant species Rose, Austrian Copper. The bud is like a ball of gold with brilliant red stripes. When fully open the alternating colors are evenly divided. Here is a highly colored Rose with an alluring spicy scent. The plant is unusually strong and upright in growth, with foliage well up on the flower-stem.

Price ..... \$1.00

**COUNTESS VANDAL.** Plant Patent No. 38. Is today the most popular rose in America as well as in Europe. The long pointed bud, upright stems for cutting, a richer coloring and large Rose differentiate it from Edith Nellie Perkins, also blooms more steadily. The color

combination can hardly be described, a superposition of pink, copper, gold and salmon producing a peculiar effect changing as the bloom ages.

Price ..... \$1.25

(No quantity discounts can be allowed on this Rose.)

**CYNTHIA.** Color comparable to Chas. P. Kilham. Beautiful buds of Copper Red shading through rich orange to gold at base of petals. Strong grower with dark foliage.

Price ..... \$1.00

**DAINTY BESS.** A remarkable upright-growing variety with large, handsome flowers, the petals occasionally fluted or notched and carried in an odd tricky manner that gives them a curious squarish shape. The color is a dull old-rose on the back and soft flesh-pink in the center illuminated with brilliant maroon stamens. Six petals.

Price. Each ..... \$1.00

**DAVID O. DODD.** One of the newest and best of the rich deep scarlet Roses. Blooms are large and lasting. Strong growth and fine foliage.

Price ..... \$1.00

**DIRECTOR RUBIO.** One of the most striking Roses we have ever known, and the largest Rose blooms we have ever seen. One flower we saw measured 7½ inches in diameter; you can imagine the size of the buds. The color is cochineal-pink, but that does not describe the brilliance and beauty of the flower at all stages from the mammoth, long-pointed bud to the loose, ruffled, open flower, and it doesn't fade. The plant is hardly of average height but is extra sturdy, and the flowers are held rigidly erect on stout stems. Mild fragrance.

Price ..... \$1.00

**DUQUESA DE PENARANDA.** Coppery apricot. This Rose produces two distinct types of flowers. During the summer the pointed buds are a blend of apricot-orange and dark pink,

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opening to splendid blooms of coppery apricot. The autumn flowers are just about as beautiful as it is possible for a Rose to be. Great brownish buds open slowly to finely formed flowers, four inches in diameter, of a luscious cinnamon-peach shade which words cannot truly describe, and this rich color lasts. It is sweetly perfumed. Thirty petals.

Price ..... \$1.25

**EDITOR McFARLAND.** This is the finest deep pink garden Rose in the world today. The perfectly formed flowers are produced through all the growing season and are of a clear, brilliant, unfading pink, on nice long cutting stems, are fragrant, and as cut-flowers retain their form and last longer than any Rose we know. The plants are vigorous and have healthy, normal green foliage. We believe that Editor McFarland will soon be the standard by which new pink Roses will be judged.

Price ..... \$0.75

**GOLDEN RAPTURE.** Long lasting, beautifully formed buds of rich yellow, fully double. This rose is a very vigorous grower and produces long stems. First on the market in 1933, it promises to take its place in the front row

of yellow roses.

Price ..... \$1.00

### GRENOBLE

GRENOBLE is our favorite of all the dark red roses, beautiful velvety buds and full double blooms. It is a wonderful rose, very vigorous grower, producing great numbers of crimson buds and blooms on long stems with excellent foliage. No rose in our gardens grows better, blooms and looks better than Grenoble.

Price ..... \$1.00

**HEINRICH GAEDE.** A most unusual color. Long, pointed, shapely buds of Nasturtium red. Large, double, high-centered blooms of a rich luminous vermillion shaded golden yellow—a color combination such as found in high-colored modern Zinnias. Has a rich fruity fragrance and is a free and continuous bloomer. Unlike any other Rose in commerce.

Price ..... \$1.00

**KATHARINE PECHTOLD.** New in 1934, this rose has rapidly risen in popularity among

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Visitors Come Out to Enjoy Our Gardens at Cloverset



**North Half of Lower Garden at Cloverset**

rose lovers everywhere. Has beautiful pointed buds and fairly full blooms with reflexed petals. Color is soft Coppery Orange flushed old gold, a very profuse bloomer and strong grower.

Price ..... \$1.00

**MME. JOSEPH PERRAUD.** New in 1934. High centered and beautifully formed buds and double blooms that shade from shell pink at the edges to buff and orange in the center, an upright grower with long stemmed and beautiful blooms.

Price ..... \$1.25

**MARI DOT.** A fine addition to the popular line of Orange Apricot roses, good grower, fine foliage and very heavy fragrance.

Price ..... \$1.00

**MAX KRAUSE.** Flower double, moderately fragrant. Beautiful yellow bud opening golden yellow. Growth very vigorous. Continuous bloomer through the whole season. 65 petals.

Price ..... \$1.00

**McGREDY'S YELLOW.** Another of the fine

roses from the famous Irish family of McGredys, who have produced our very finest roses. This rose is pure Buttercup Yellow, perfect form and with the great fragrance of the Irish roses.

Price ..... \$1.00

**MRS. SAM McGREDY.** Scarlet-orange. A beautiful new Rose, good enough for the McGredys to name for a member of their family. Coppery scarlet-orange flowers, flushed dull red and of fine form, make this a Rose to rave about. It is double and richly fragrant. Bushy plants with beautiful reddish bronze foliage.

Price ..... \$1.00

**PINK DAWN.** One of the best and newest Orange Pink roses; perfectly formed buds and blooms of Pink with Orange shadings.

Price ..... \$1.00

**PRESIDENT PLUMECOCQ.** Coppery yellow, ovoid buds open to large, cupped blooms of coppery buff with an overglow of deep salmon. An upright grower, producing quantities of long-lasting, fragrant flowers with 30 petals or more throughout the entire season.

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The flowers are carried on strong stems and the color meets the requirements of those who like Roses of soft tones. The coppery buff of this lovely variety will never clash with any other color. The plant is strong, with better foliage than most of the Roses that have so much Pernet blood. Introduced only four years ago, it has already attained great popularity.

Price ..... \$1.00

**ROUGE MALLERIN.** Another very fine Red Rose, brought out in 1934 and immediately came in great favor on account of its well formed double blooms of lasting deep red.

Price ..... \$1.00

**SCHWABENLAND.** Extremely large, sometimes blooms are six inches across, globular buds which open slowly into blooms of stately size and magnificent petalage; amaranth-pink; fragrant. Sturdy and free-flowering.

Price ..... \$1.00

**SENORA GARI.** New in 1934. One of the beautiful new Orange Apricot shades. Buds are deep orange, long and full, later opening to Apricot rose. Very beautiful and very fragrant, good grower.

Price ..... \$1.00

**SOEUR THERESE (Sister Therese).** Yellow.

Long-pointed buds are chrome-yellow, heavily marked with carmine; the open flower is rich daffodil-yellow and holds its color well. Sweet-brier fragrance. The blooms come freely on splendid cutting stems. You can always recognize this Rose from its habits of forming sturdy, 3-foot, upright canes which are topped by a cluster of five or more copper yellow blooms. Surely one of the best of the newer Roses.

Price ..... \$1.00

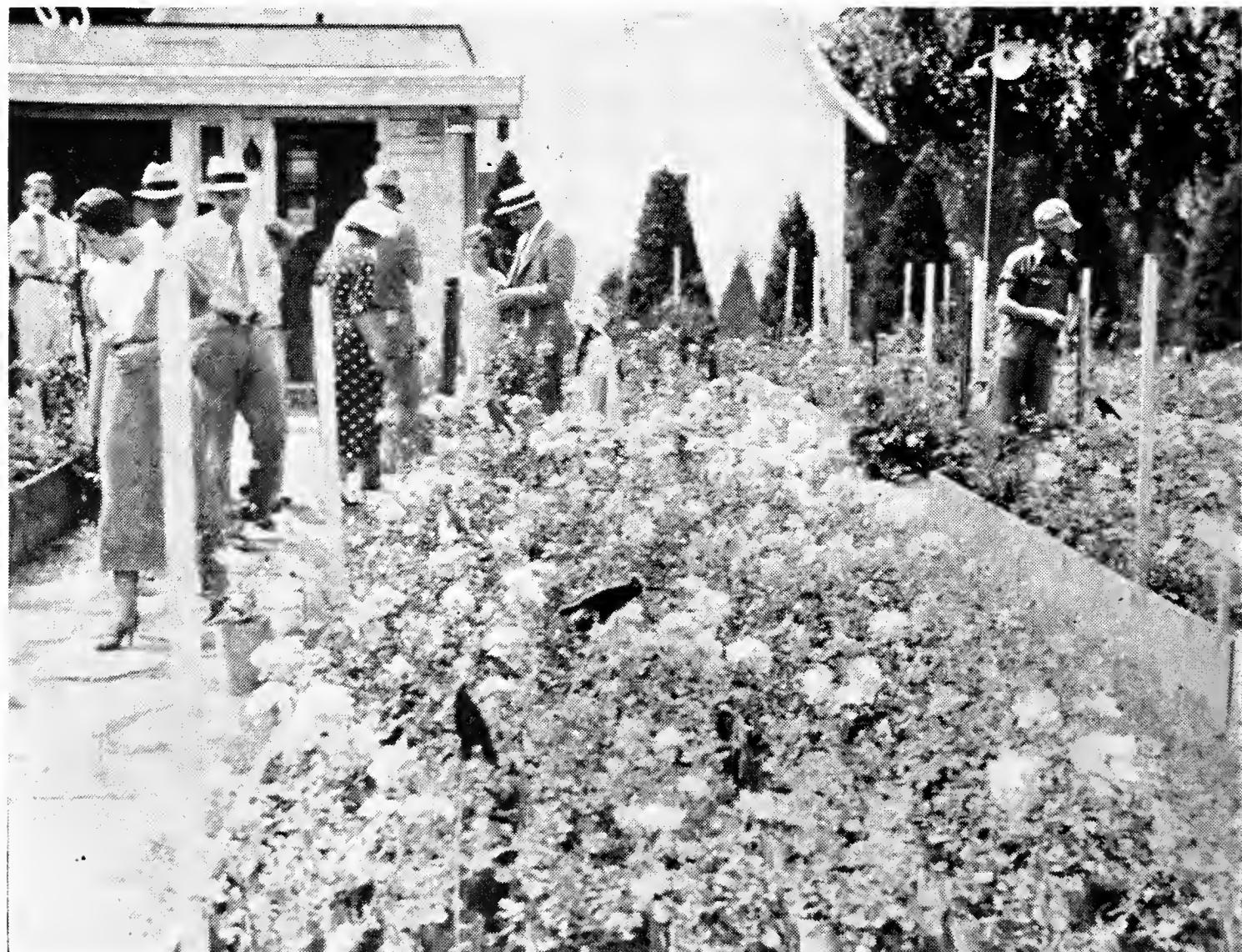
**TEXAS CENTENNIAL.** One of the very best of the Patented Roses. It is identical in bloom, buds and growth with our old reliable rose, President Hoover, differing only in color. Texas Centennial is a clear red, fine grower, has beautiful buds with reflex petals and always comes on long stems. This rose is outstanding in its many fine qualities.

Price ..... \$1.00

**VICTORIA HARRINGTON.** The beautiful dark red Rose, one of the finest of red Roses ever produced. Its habit of growth is similar to Radiance, very tall with heavy stems producing very large and heavy maroon red blooms. Very vigorous growing and greatly immune to disease.

Price ..... \$1.00

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Around the Cashier's Window at Cloverset

# Cloverset Standard Hybrid Tea Roses

BLOOM FROM MAY TO NOVEMBER

In this group we have listed all the popular varieties in alphabetical order. These are the so-called everblooming Roses and include Hybrid Teas and Pernetiana sorts. Many are varieties of recent introduction while others are older, but due to their merit, will always be popular.

The difference in price is determined by the newness and scarcity of the variety. The older varieties, while the same age and quality plants, are more common, hence the lower price.

**ANGELE PERNET.** Named by the famous French producer of fine Roses, Mr. Pernet, for his daughter, it is one of the most unusually colored of all our Roses. An even blend of orange, yellow and copper, the long, pointed buds are particularly attractive. Foliage a rich green, with varnished appearance common to Pernet Roses.

Price .....\$0.75

**AUTUMN.** Is there a more gorgeous spectacle than a sunset on a clear autumn evening? Those wonderful blends of gold and deep fire in panoramic evolutions. This is the color combination of Autumn. The feature of Autumn is the bud, which has the graceful urn shape and it should be cut in that stage. Burnt sienna and bronze, this Rose is gloriously named for its color brings to mind the autumn cloak of the maple and oak. Add to this the fact that it is a strong, healthy grower and we have, to our mind, one of the finest of the new Roses.

Price .....\$0.75

**BETTY.** Pink buds of large size, shading to copper at base of petals. An extra strong, growing bush and a fine variety for cutting. Price .....\$0.75

**BETTY SUTTOR.** A rich, deep clear shade of rose pink of particular beauty in the half open bud. A splendid variety for cutting as well as garden effect. A strong grower, with good foliage.

Price .....\$0.75

**BETTY UPRICHARD.** Semi-double, ruffled flower, salmon pink lightened inside with salmon, outside deepening copper. Beautiful in the bud and an extra good grower and producer of flowers.

Price .....\$0.60

**BRIARCLIFFE.** Large, pointed buds of brilliant pink opening to large, full flowers of the

same color. A very fragrant Rose and a good grower.

Price .....\$0.60

**CALEDONIA.** A fine new Rose and one of the strongest growing white Roses ever produced. Long, pointed buds of pure white opening to a beautiful flower of snowy white. Very fragrant.

Price .....\$0.75

**CHAS. K. DOUGLAS.** A bedding Rose of exceptional scarlet color. Long pointed buds, beautiful for cutting, opening to large, semi-double flowers of deep red. Always in bloom and very strong and hardy.

Price .....\$0.60

**CHAS. P. KILHAM.** One of the newest varieties of popular shadings. Handsome buds of Tyrian red shading through rich orange to gold at base of petals. A strong grower with good foliage.

Price .....\$0.75

**COLUMBIA.** This beautiful, clear pink Rose has been popular for many years and will continue to be so. It is very double and a good, strong grower.

Price .....\$0.60

**CUBA.** Long, pointed buds of orange, scarlet, opening to immense, cup shape blooms of brilliant orange, vermillion. A new Rose of fine growing habits, and sure to be popular.

Price .....\$0.75

**DAME EDITH HELEN.** The largest and most double of the clear pink Roses. A Rose that, because of its size, attracts lots of attention in the garden.

Price .....\$0.60

**EDEL.** A very popular, extremely large double white rose with the slightest tinge of ivory at base of petals. Strong grower and stands the sun well.

Price .....\$0.75

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**EDITH NELLIE PERKINS.** A very fine grower of the unusual two-tone effect. Rose to blush pink on outside of petals. Salmon shading to gold on the inside. Large buds on long stems and a bush equal to Radiance for vigor and size.

Price ..... \$0.75

**E. G. HILL.** Named after the originator, it is our most popular new red Rose. Deep, velvet red from the tight formed bud to the immense fully double flower and borne freely through the entire growing season. A good garden Rose that we recommend highly.

Price ..... \$0.75

**ETOILE de HOLLANDE.** A vivid, glowing scarlet, bud opening to a Rose of dazzling red and of immense size. This is a strong grower of unusual merit and one of our most popular varieties.

Price ..... \$0.75

**FRANCIS SCOTT KEY.** Very double and light crimson. This Rose is grown under glass and sold as American Beauty. Its bloom resembles a cabbage, it is so full.

Price ..... \$0.60

**FEU JOSEPH LOOYMANS.** Long, pointed buds of orange buff, to large, full flowers of gold and apricot. This is a strong grower and should be in every garden for the color is unusual.

Price ..... \$0.75

**GOLDEN DAWN.** A clear, golden yellow with splashes of carmine. A large, double Rose and very fragrant.

Price ..... \$0.75

**GOLDEN GLEAM.** Another new, clear deep yellow with long, pointed bud and good, double open flower. A strong grower.

Price ..... \$0.75

**GRUSS AN TEPLITZ.** Medium sized, double blooms of brilliant crimson with velvety shadings and intense fragrance. This Rose, on account of its vigorous growth is not suitable for Rose beds, and should be used only as a specimen plant out by itself, in the shrubbery border, or for hedges. Where a spot of dazzling red is wanted all summer we recommend this Rose.

Price ..... \$0.60

**HADLEY.** A fine Rose of rich crimson red and a good, strong grower. Fine for cutting.

Price ..... \$0.60

**HEINRICH WENDLAND.** Reddish copper. Large, very double (70 petals) flowers of reddish copper with an orange flush over all;

backs of the petals are rich orange. It has a rich, syrupy fragrance. Blooms come singly on strong, upright plants with shiny, leathery foliage.

Price ..... \$0.75

**HOLLYWOOD.** Dark rose red, a strong healthy bush and very fragrant.

Price ..... \$0.75

**HOOSIER BEAUTY.** Another crimson red variety that blooms well and is fine for cutting.

Price ..... \$0.60

**HORTULANIS BUDDE.** From Holland. A long, pointed bud of the most brilliant red, opening to an immense, semi-double flower of dazzling scarlet. A fine grower and in bloom all the time.

Price ..... \$0.75

**IMPERIAL POTENTATE.** Dark rose pink and a good, strong grower. A solid color that opens well without fading.

Price ..... \$0.60

**INDEPENDENCE DAY.** A branching bedding plant of excellent habit, bearing unusual quantities of brilliant orange buds which open to tawny yellow flowers, sometimes tinged with pink.

Price ..... \$0.75

**IRISH FIREFLAME.** A single Rose with a slender, long bud of orange crimson. A showy variety in the garden.

Price ..... \$0.60

**J. J. L. MOCK.** A popular, two-tone Rose. Deep pink on outside of petals and silver pink on inside. Flower large and double.

Price ..... \$0.60

**JOANNA HILL.** A light yellow and cream Rose of beautiful shape. Long, pointed buds on a strong, upright bush. One of our most popular Roses.

Price ..... \$0.75

**JOHN RUSSELL.** A large, well formed bloom of crimson red, shading darker at base of petals.

Price ..... \$0.60

**J. OTTO THILOW.** A clear, luminous pink. Long bud, opening slowly into a most perfect flower of immense size. A strong grower and one which has attracted more than its share of attention in our gardens.

Price ..... \$0.75

**JULES GAUJARD.** A bright orange red flower, shading to deeper scarlet. A new Rose of great beauty and a good grower and bloomer.

Price ..... \$0.75

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**JULIEN POTIN.** A new, deep, clear yellow, similar to the older Claudius Pernet and known as the Golden Pernet. Considered an improvement over the older variety. It is one of the best of the clear yellows.

Price ..... \$0.75

**KAISERIN AUGUSTA VICTORIA.** For years the most popular white Rose. A pointed long bud of creamy white, opening to a full double Rose of pure white. A good, strong bush and free bloomer.

Price ..... \$0.60

**LADY ALICE STANLEY.** A two-tone Rose of great strength and size. Outside of petals, coral pink. Inside, silver pink. A fine, strong grower with beautiful foliage. There should be at least one in every garden.

Price ..... \$0.60

**LADY ASHTOWN.** Deep, shining pink with the popular long, pointed buds. A beautiful Rose and fine for cutting.

Price ..... \$0.60

**LADY FORTEVIOT.** Large, double, high-centered flowers with an intense fragrance. Golden yellow changing to deep apricot flushed with cardinal red. A free and continuous bloomer.

Price ..... \$0.75

**LADY MARGARET STEWART.** Golden, yellow buds of the popular long pointed shape shaded with deeper orange at base of petals. This bud opens to a large, full bloom of exquisite apricot grown on a good, strong bush.

Price ..... \$0.75

**LEONARD BARRON.** Produced from the extremely hardy Esquimo Rose, Nutkana. The mammoth blooms are often six inches in diameter. It is salmon pink with a glow of amber and is very free flowering. Its immense size of bloom makes it resemble a peony which similarity was remarked upon by many of our visitors during the past season. Very fragrant.

Price ..... \$0.75

**LORD CHARLEMONT.** Very double, deep crimson buds open to a high centered Rose of deep red. Very fragrant and a good grower.

Price ..... \$0.75

**LOS ANGELES.** Salmon pink with shadings of yellow. A very strong grower that has been more popular each year since its introduction.

Price ..... \$0.60

**LOUISE CATHERINE BRESLAU.** A bright, reddish orange flower of large size. Its dark green varnished foliage is very attractive and

the flower petals serrated at the edge are most unusual.

Price ..... \$0.75

**LULU.** Long, pointed buds of orange scarlet on long, strong stems. These buds, cut and displayed in a slender, tall vase are very striking. Free flowering and a strong grower.

Price ..... \$0.60

**LUXEMBOURG.** Yellow, shading to copper at center. Stiff, upright stems, producing large flowers especially valuable for cutting.

Price ..... \$0.60

**MARGARET McGREDY.** A strong, bushy plant producing constantly large flowers of solid orange vermillion, opening to a large flower. One of our best varieties and very fragrant.

Price ..... \$0.75

**McGREDY'S SCARLET.** A companion of the fine Margaret McGredy, this is copper scarlet Large blooms and a good grower.

Price ..... \$0.75

**MEVROUW G. A. VAN ROSSEM.** Buds long and full, of a dark orange and apricot, the bud opening to a large, full flower of golden salmon. A good, strong grower in an unusual new color.

Price ..... \$0.75

**MISS LOLITA ARMOUR.** A gold, orange and copper Rose, opening to gold and rose. A remarkable color.

Price ..... \$0.75

**MISS ROWENA THOM.** A large bud of deep pink, opening to an immense flower of the same color, shaded slightly to yellow at base of petals. A very strong grower and profuse bloomer.

Price ..... \$0.75

**MME. ALEX. DREUX.** A medium size well shaped bud of orange tan. A striking color and a very popular Rose.

Price ..... \$0.75

**MME. BUTTERFLY.** The parent plant is the ever popular Ophelia. Strong, beautifully shaped buds of flesh pink, shaded yellow and gold. A strong grower.

Price ..... \$0.60

**MME. EDOUARD HERIOT.** Sparkling buds of a very unusual reddish copper color. In bloom all the time and well worth having.

Price ..... \$0.60

**MME. JULES BOUCHE.** Buds are well shaped and of medium size. Pure white at outer edge of petals, shading to blush pink at center. A strong grower and free flowering at all seasons.

Price ..... \$0.60

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**MRS. AARON WARD.** An old but fine variety. Small, tight buds of buff orange opening to flowers of golden tan. A low growing, bushy plant, always in bloom.

Price ..... \$0.60

**MRS. A. R. BARRACLOUGH.** Large, warm pink buds, shaded gold. A well formed flower of large size and very showy in the garden.

Price ..... \$0.75

**MRS. CHARLES BELL.** A shell or light salmon pink version of the popular Pink Radiance. Like Radiance, it is an exceptionally strong grower and bloomer.

Price ..... \$0.60

**MRS. E. P. THOM.** A fine shaped pointed bud of canary yellow, opening to a full flower of the same color. This Rose does not fade in the sun light and is one of our most popular clear yellow roses.

Price ..... \$0.75

**MRS. HENRY BOWLES.** Ovoid buds and globular flowers of clear piercing pink with lighter shades. Vigorous and free flowering.

Price ..... \$0.60

**MRS. HENRY MORSE.** A very large, two-tone Rose of rose pink and silver. This bush is strong with healthy, dark green foliage and a good, hot weather Rose.

Price ..... \$0.60

**MRS. PIERRE S. DU PONT.** Golden yellow. Winner of more Gold Medals for outdoor blooms than any other Rose ever grown. The bud is long-pointed, rich reddish gold, almost orange in the depths of the petals, and holds its color well to the end. Foliage is very ornamental, healthy, and extremely disease-resistant. This is the most continuous-blooming yellow Hybrid Tea. The plants are low-growing and it does not seem possible that they could produce so many blooms, but keep the flowers cut and the plants will work every minute for you.

Price ..... \$0.75

**OPHELIA PINK.** A popular variety for many years. Long, pointed buds, very well formed, of flesh pink, produced on strong stems. Especially fine for cutting.

Price ..... \$0.60

**OPHELIA GOLDEN.** A light yellow version of the well known Ophelia Rose. Well shaped buds of soft yellow, produced on a bush of strong growth.

Price ..... \$0.60

**OPHELIA WHITE.** This beautiful Rose is an exact counterpart of the popular Ophelia

Rose except for its color, which is a pure, paper white.

Price ..... \$0.60

**PADRE.** Flaming copper scarlet buds, exceptionally long and pointed. Flowers open semi-double and are produced in great abundance on a strong, hardy bush.

Price ..... \$0.60

**PREMIER.** A Rose of good growing habits. A well shaped bud of deep rose pink, opening to a shapely large flower, nice and double. Wonderful fragrance.

Price ..... \$0.60

**PRESIDENT HOOVER.** Beautiful, large and well shaped buds of orange, scarlet and yellow, opening to an unusually large bloom of copper tan. An exceptionally strong grower, noted for its long stems and profusion of bloom. This Rose is fine and we especially recommend it.

Price ..... \$0.75

**PORTADOWN BEDDER.** A free flowering variety of the popular Portadown family with double high-centered blooms. Lovely scarlet cerise with reverse and base of petals flushed gold.

Price ..... \$0.75

**PORTADOWN IVORY.** A strong plant, producing freely the beautifully shaped buds of creamy ivory white. Its purity, grace and beauty almost take your breath away.

Price ..... \$0.75

**QUEEN ALEXANDRIA.** An unusual color, copper scarlet on inside of petals and yellow on outside.

Price ..... \$0.75

**RADIANCE PINK.** A famous Rose known everywhere for its fine growing habits. It will produce blooms under conditions fatal for many other varieties. Large buds of clear rose pink, rather round in shape, opening to large, double, cup shaped blooms. Excellent for cutting.

Price ..... \$0.60

**RADIANCE RED.** The exact counterpart of Pink Radiance except color, which is a deep, rose red.

Price ..... \$0.60

**REV. F. PAGE ROBERTS.** A large Rose. Its beautiful copper red buds open to golden yellow with flushings of red on outside of petals.

Price ..... \$0.75

**ROSLANDIA.** Buds of rich, golden yellow and shaped like the famous Ophelia Rose. A good strong grower and free flowering.

Price ..... \$0.75

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**ROSLYN.** Beautiful, tapering buds and large, double flowers of golden yellow with orange shading on reverse of petals. Vigorous, compact habit, floriferous. One of the finest yellow Roses.

Price ..... \$0.75

**SENSATION.** A strong growing Rose, producing large pointed buds of velvet crimson, opening to a fine, large double rose.

Price ..... \$0.60

**SHOT SILK.** Large buds and flowers of coppery rose, flushed and overshot with apricot and yellow. A good, hot weather Rose.

Price ..... \$0.75

**SIR DAVID DAVIS.** Pointed buds and high centered flowers of glowing crimson, fragrant and long lasting. A splendid, new Rose.

Price ..... \$0.60

**SOUVENIR de CLAUDIUS PERNET.** For many years this has been a popular yellow Rose. Well shaped buds of extra size and clear, deep yellow, opening to large blooms that retain their yellow shade even in the hot sun. Foliage light green and very shiny.

Price ..... \$0.60

**SOUVENIR de GEORGES PERNET.** A brother of Claudius. The large bud of flaming brick red opens into an immense flower. Bush strong but low growing. Very popular.

Price ..... \$0.60

**SOUVENIR de H. A. VERSCHUREN.** A well shaped large bud of light buff yellow produced on a bush of good strength and growth.

Price ..... \$0.60

**SUNBURST.** Pale yellow shading through deep yellow to orange pink. An old standard yellow Rose that has been popular many years.

Price ..... \$0.60

**SWANSDOWN.** Large, full, well formed white flowers with huge petals, sometimes yellow at base. A very vigorous grower and a fine new white variety.

Price ..... \$0.75

**TALISMAN.** The most popular introduction in years. Red and gold buds opening to scarlet orange and rich yellow. Too much cannot be said of Talisman as a beautiful and constant bloomer. We believe Talisman to be the most prolific bloomer of all the Hybrid Teas and we have sold Talisman in pots during the past summer with 20 blooms and buds on a single plant. We recommend it very highly.

Price ..... \$0.75

**VATERLAND.** Large, solid flowers, full of heavy, dark red petals, glowing with coppery tones. Plant is strong, with bronze foliage, leathery and disease resistant.

Price ..... \$0.75

**VILLE DE PARIS.** Round buds of brightest yellow, opening to large, full blooms without fading. Plants grow tall and wiry, producing a profusion of fine flowers for cutting.

Price ..... \$0.75

**WILHELM KORDES.** Long pointed buds of golden salmon, flushed with crimson scarlet. A strong grower.

Price ..... \$0.75

**WILLOWMERE.** A flame pink rose of good form and shape. Very hardy and a good grower.

Price ..... \$0.60

## Rugosa Roses

The two varieties we offer are unusual in that they are ever blooming, very thorny and are not subject to the ravages of insect pests. They require no winter protection and we highly recommend them for hedging and for planting in the cemetery.

**GROOTENDORST RED.** Blooms continually in bright red flowers each resembling a small red carnation.

Price ..... \$0.60

**GROOTENDORST PINK.** Same as the red except the color is a deep rose pink.

Price ..... \$0.60

## Baby or Polyantha Type Roses

These Roses are generally low growing type of forms of the rambler type of Rose. They bloom continually, are perfectly hardy and are excellent for bordering Rose gardens or for bedding.

**BABY DOLL.** Well-shaped buds (which resemble Cecil Brunner's sweetheart Rose) except Baby Doll furnishes clusters of pink and coppery yellow, tipped with Rose. It is very free flowering and very beautiful.

Price ..... \$0.60

**CATHERINE ZIEMET.** Large clusters of pure white flowers. Very effective to set off other colors of Roses.

Price ..... \$0.60

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**CECILE BRUNNER.** A miniature hybrid of pink and yellow. Very tiny double bud, sometimes known as The Sweetheart Rose.  
Price ..... \$0.60

**CHATILLON.** Bright pink, semi-double flowers borne in immense clusters during the entire season.  
Price ..... \$0.60

**ELLEN POULSEN.** Large, compact clusters of bright rosy pink flowers, slightly fragrant, borne very profusely on a dwarf plant, 12 to 18 inches.  
Price ..... \$0.60

**ERNA TESCHENDORFF.** The first to be introduced of this wonderful class of Baby Polyantha Roses. Foliage and ground superb, profuse bloomer and will with its Cherry Red blooms satisfy any gardener.  
Price ..... \$0.60

**GLORIA MUNDI.** Brilliant orange-scarlet flowers in great profusion. This is one of the new baby Roses and we think will be one of the most popular.  
Price ..... \$0.60

**GOLDEN SALMON.** Bright orange flowers, large clusters.  
Price ..... \$0.60

**GRUSS AN AACHEN.** Orange red and yellow buds opening to salmon yellow flowers. A very effective plant, in bloom continually.  
Price ..... \$0.60

**IDEAL.** One of the most popular of all the Polyantha Roses. Immense clusters of reddish black blooms on a compact plant. In bloom all the time.  
Price ..... \$0.60

**KIRSTEN POULSEN.** A very attractive Fall growing variety that blooms almost continuously with large clusters of open scarlet flowers.  
Price ..... \$0.60

## Lafayette Family

Includes the three beautiful varieties of this wonderful rose.

**LAFAYETTE PINK.** Large semi-double flowers of striking light crimson which fade very

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South End of Upper Garden at Cloverset

little, open frilled form, blooms very liberally in clusters of forty or more. Very healthy and more than usually attractive.

Price .....\$0.60

**LAFAYETTE RED.** A counterpart of Lafayette pink except in color, which in this variety is a striking crimson.

Price .....\$0.60

**IMPROVED LAFAYETTE.** A new and improved Lafayette with color midway between the Pink and Red. Believed to be a little more vigorous and somewhat heavier bloomer than the older Lafayettes listed above. Being a

new rose it is fast becoming very popular. Price .....\$0.60

**MISS EDITH CAVELL.** We recommend this as the best red baby Rose. Blooms very freely. Blooms are brilliant scarlet red. Free growing, symmetrical bush.

Price .....\$0.60

Baby Roses are gaining in popularity every year. For borders or low hedges they cannot be beaten, and they also make lovely Rose beds. A trip to the Municipal Rose Garden at Topeka, Kansas, or the display in our gardens will demonstrate the wonderful effects of these Roses.

## *Old Fashioned Yellow Roses*

These Roses were quite the thing in Grandmother's Garden, and they require no more attention than the old Elm tree.

**HARRISON'S YELLOW.** Semi-double bright yellow flowers covering the bushes early in the spring. Perfectly hardy, requiring no protection in the winter.

Price .....\$0.75

**PERSIAN YELLOW.** Double deep golden yel-

low flowers that bloom late in the spring. Hardy.

Price .....\$0.75

**HUGONIS.** Called the Sacred Rose of China. Very early in the spring, before the foliage appears, the branches are covered thickly with yellow single blossoms. Should be grown as a shrub.

Price .....\$0.75

## *Climbing Roses*

The following varieties are all two years old and should bloom the first season planted. The use of climbing Roses around the house is becoming increasingly popular, especially since the new large flowering sorts have been originated.

We also offer three year old climbing Roses in the above varieties at 50 cents per plant extra above prices for two-year-old plants. These three-year-old plants are in containers and all have heavy canes six to eight feet long. For immediate effects we strongly recommend them.

PRICE, except when noted, planted in containers \$0.75. After April 15th we offer Climbing Roses only in pots as it is then too late to plant dormant Roses.

**NOTE ON CLIMBING ROSES**—It will be noticed that we do not offer the old fashioned rambler type of climbing Rose, they being so susceptible to fungus diseases, and the new varieties we do offer are so far superior to the Rambler type in both growth, foliage, form and color of bloom, that we have no call for the Rambler type once our customers un-

derstand the great differences between the two types.

**AMERICAN PILLAR.** Large clusters of crimson pink flowers, each flower with a large white center. A climber perfectly hardy and of great vigor. Price.....\$0.75

**CHAPLIN'S PINK CLIMBER.** The same as Paul's Scarlet except for color, which is clear deep pink. A new climber and very effective. Price .....\$0.75

**CLIMBING AMERICAN BEAUTY.** Large double flowers of the famous American Beauty Red. A good grower. Price.....\$0.75

**CLIMBING DAINTY BESS.** A very beautiful light pink single Rose. One of the newest and in our gardens last summer bloomed off and on during the entire season.

Price .....\$1.00

**DR. VAN FLEET.** The strongest grower of all the climbers. A flesh pink double bud, opening almost white. Price.....\$0.75

**MARY WALLACE.** Double flowers of flame pink, excellent for cutting. A strong grower. Price .....\$0.75

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**PAUL'S LEMON PILLAR.** A companion to the wonderful Paul's Scarlet. Good vigorous grower of beautiful lemon color.

Price ..... \$0.75

**PAUL'S SCARLET CLIMBER.** Up to now the most popular Climbing Rose ever to be introduced. A rich scarlet bloom that dazzles the eye. Blooms in clusters of immense size. Price ..... \$0.75

**ROSERIE.** Large flowers of a beautiful shade of rose pink, borne in clusters on a vigorous plant nearly thornless. Price ..... \$0.75

**SILVER MOON.** Immense single flowers of pure white with yellow centers. An exceptionally strong grower. Price ..... \$0.75

**JACOTTE.** Semi-double flowers of orange copper tinted with reddish yellow. A new climber that is excellent. Needs a burlap sacking protection in winter. Price ..... \$0.75

**MME. GREGOIRE STAECHELIN.** Large delicate pink flowers stained crimson on outside of petals. A new climber that is a dandy. Price ..... \$0.75

**PRIMROSE.** A truly yellow climber, hardy enough for our midwestern winters. Clusters of four to five double flowers of a rich primrose yellow which does not fade. A protec-

tion of burlap will insure its coming through the winter. Price ..... \$0.75

**SCORCHER.** A vigorous new climber with beautiful frilled blooms of immense size and scarlet coloring. Price ..... \$0.75

## *Everblooming Climbing Roses*

**NEW DAWN.** A new sport of Dr. Van Fleet and the first rose to take advantage of the U. S. Government new plant patent law. A flesh pink and is everblooming.

Price ..... \$1.50; Dozen, \$15.00

**BLAZE (Patented.)** This climbing Paul's Scarlet Gruss and Teplitz Rose, while very disappointing to us when first introduced, has been gradually improved until now we think it merits a place on our list of good climbers. Having the same habit of growth as its male parent, Paul's Scarlet, and the same wonderful blood red blooms, it also has recurrent blooms and we recommend it to our friends as worthy of a place in your garden.

Price ..... \$1.25

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Crowds Come to Our Free Shows

# *Hardy Perennials or Old Fashioned Hardy Garden Plants*

Our Hardy Perennials, many of which were grown in our Grandmother's Garden, are offered growing in our Cloverset Pots so that they can be moved to your own garden without disturbance of the roots and, therefore, without the usual set back that always follows digging them from the soil in which they grew.

By our modern method of growing plants in pots we can sell them in full bloom without showing any signs of wilt whatsoever. This new way of growing our plants in large pots (each plant weighs about nine pounds) insures not only larger and more vigorous plants, but

also adds nine pounds of specially prepared heavily fertilized soil to your perennial bed, and as the ball of soil is planted, it insures the plant being placed in soil congenial to it. Which in itself goes a long way to insure success. As the weight of our plants makes the cost prohibitive if sent by mail we knock them out of the pots and shake off the soil in mail orders, but we strongly advise that where possible these plants be bought growing in our pots.

With a few exceptions (as noted) the price on all our Hardy Perennial plants is 25 cents each.

# *Hardy Chrysanthemums*

The hardy chrysanthemum is becoming increasingly popular for the hardy garden, and their general decorative value around the home. They are easily cared for, perfectly hardy, and planted in a protected location they will bloom late into the fall when all other plants are asleep for the winter.

Plant Mums in a rich, well drained soil, protected from the north if possible and where they will get at least one half day sunlight. Pinch off the tops of the shoots several times during June, July and August, to make the plants bushy, and as they grow larger stake to prevent falling over. At their blooming

period a good dressing of Cloverset Rose Grower will make larger blooms.

For those who care to take the trouble exhibition flowers may be produced on the hardy mums by disbudding. As soon as buds set, pinch from each shoot or stem all but the topmost bud. The result will be fewer flowers, of course, but of much greater size.

In the winter after blooms are all gone cut off the tops and cover plants with light covering of prairie hay or strawy manure.

## **Special List of Hardy Chrysanthemums Will Be Sent on Request**

# *Cloverset Greenhouses*

Situated on the Nursery at Cloverset Farm are Greenhouses in which a complete line of Spring bedding plants are grown.

Great care is taken that the plants are free from insect pests and disease and our frequent repotting and general care insures a stocky,

sturdy plant that is sure to grow for you in box or bed.

Approximately 75 varieties of plants are offered in 3- and 4-inch pots and ranging in price from 50c to \$2.50 per dozen.

## *The Cloverset Nursery*

Many acres in our Nursery are devoted to the growing of beautiful Evergreens, fruit trees, shade trees, vines, and shrubs of all varieties that do well with us here. While we specialize in Roses, we are able to take care of your landscape problems. All Cloverset Evergreens and shrubs are growing naturally in our nursery. They are given plenty of space and room, are regularly sheared and cultivated and are dug after being selected by the customer. After digging, they are immediately delivered or planted, which insures fresh stock with no danger of loss if properly taken care of.

Prices are based on the size, shape and beauty of the stock and are in keeping with the quality.



Climbing Roses on Arbors at Cloverset

# *Municipal Gardens, Garden Club Gardens and Large Estate Gardens*

Having in our gardens at all times a large and complete stock of all the roses listed in this catalog we are prepared to fill large orders for—

MUNICIPAL ROSE GARDENS  
GARDEN CLUB GARDENS  
AND LARGE ESTATE GARDENS

Among our customers last year was the Municipal Garden of Kansas City, Kansas in which nearly 4000 of our roses were planted. In Louisville, Kentucky in one of the cemeteries our roses filled the Memorial Garden and in our own Municipal Rose Garden here in Kansas City our roses will be found to be well represented. Many of the largest private gardens in the homes of this city and surrounding towns and cities were sold by us.

*The Garden is in Bloom the Same Day it is Planted*

With our Cloverset Roses Growing and Blooming in Pots it is possible to plant a garden and have it in bloom the same day it is planted. We, therefore, solicit inquiries for special prices on large GARDENS. We are prepared to lay out and plant the garden complete.

**These blooming Roses can be furnished any time from May 20th until November 1st.**

## *This Page is for* **NURSERY MEN AND FLORISTS**

With the introduction of the Cloverset Pot (Patent 2073695) a new era is opening up for the Nurseryman and Florist.

### *Sell Your Plants In Bloom*

It is now possible and practical for the Nurseryman and Florist to sell Roses, Shrubs, Vines, Perennials and Fruit Trees and all other small nursery stock in full foliage and in full bloom, when it is most attractive and will bring the best price, and to sell it any time during the Spring, Summer and Fall months, with full assurance that it will live and grow on and satisfy the customer. No more disappointment on account of the plant shriveling and dying.

### *Give Your Customers Better Plants*

Better plants are furnished because the Nurseryman and Florist can give the plants a better start than can the inexperienced home owner. Better plants mean better satisfied customers and better satisfied customers mean better and bigger business.

### *Bring Your Business Up-to-Date*

Cloverset Pots modernize the nursery business and bring it up to date and in line with other business by providing the purchaser with a finished article ready to enjoy. This new and modern plan of selling nursery stock in bloom so it can be immediately enjoyed follows the up-to-date plan of the grocer with his Pork and Beans ready to eat, the clothier with his Suits that fit and the Dry Goods man with his Ladies' Dresses ready to wear and enjoy. Modernize your nursery by offering your stock growing in these up-to-date Cloverset Pots.

**Manufactured by**

**ERNEST HAYSLER & SON**

**Cloverset Flower Farm**

**105th ST. AND BROADWAY, KANSAS CITY, MISSOURI**

# *From All of Us At Cloverset*

## **COMES MANY THANKS TO ALL OF YOU**

As another year rolls around and this Rose Book and Catalog goes out to our many customers and Friends who have for the past 15 years depended on us for good Roses and good Nursery Stock and have so greatly helped to make our business successful and have by their good words and friendly feeling for us enabled us to build our Rose business up until it is now the largest in the Central States, we extend our humble thanks and we hope during the future to, with your help, make our Cloverset Farm the mecca of all lovers of beautiful Roses and Plants of every kind, and we will try to produce better Roses and better plants than we have ever produced before.

It will be our aim to so improve our Nursery, our Greenhouses and our Rose Gardens until they become the most beautiful of any like business in this Country.

The success of our business is largely due to the discovery that our plants may be grown in Pots so they may be sold and moved from our Gardens to your home any time during the Spring, Summer and Fall in full foliage and in full bloom without injury to the roots and therefore without showing any wilt whatever to buds or blooms.

This discovery permits you to buy your plants "By Eye" as you see exactly what you are getting and it removes all doubt as to what can be expected from your purchase. Our system is an innovation in the Nursery business which always have been a "By Ear" business, buying your stock by listening to what the seller tells you and waiting a long time to see what you get and with the usual disappointing results.

Buying your plants in bloom is not only the modern way but is the only sensible way to buy them and is the correct way.

In addition to our many customers to whom this catalog will be sent, it also will reach the many Nurserymen and Florists who have been using our Cloverset Pots in the conduct of their business with such wonderful success as is shown by the letters of praise we have received, we want to say that our Pot business has been growing to such an extent that we now use an automatic machine for cutting out our Pots, producing a better and better looking pot than last season, and to these Nurserymen and Florists we also offer our thanks for past favors and hope to merit a continuance of their favor and good will.

# *Cloverset Flower Farm*

**ERNEST HAYSLER & SON**

**Nurserymen, Florists, and Manufacturers of Cloverset Pots**

**105th St. and Broadway**

**Kansas City, Mo.**

